

ABSTRACT OF THE DISCLOSURE

An information collecting system including a portable information terminal 10, an Internet service provider 30, and a portable telephone network 20 to connected the terminal 10 and the provider 30 to each other collects information of taste of a user who browses a content provided by a web server 41 or 42 connected to an Internet network 40. The terminal includes a content requesting unit, a counting unit for counting a number of requests of a content, and a notifying unit for notifying information of a content of which the number of requests satisfies a predetermined notification condition, the information being added to a content request. The provider 30 includes a taste information server 32 for receiving the content request, counting the number of notifications of the added information, removing the added data, and transferring the content request to the web server 41 or 42 as a request destination and a personal information storage memory 37 to store the number of notifications and the user information with a correspondence established therebetween. This lowers the load on the service provider to install facilities to collect personal information such as the taste information.